City Arts Tech Studio

A Digital Oasis for Wichita

We are Overwhelmed with Information Technology

Solution:

- Create a tech studio where people can get free help with Web sites, software, cyber security, networks, GPS devices, digital cameras, cell phones etc.

- Staff this Tech Studio with high school and college interns – Digital Natives

- Model it after an Apple Genius Bar

IT Businesses and Salespeople can be Intimidating

- **Solution:** Create a fun and friendly environment where people aren't afraid to ask questions

- **Benefit:** Foster a positive environment where people and interns learn together

Students Need Communication Experience

▸ **Solution:** Students become CityArts "Tech Squad" interns to learn communication and presentation skills in a team environment by helping people with their information technology (IT) questions

▸ **Benefit:** Becoming a "Tech Squad" intern will help students build their communication skills and resume thus making them more competitive in the job market

Businesses Need Tech Savvy Employees

- **Solution:** Businesses and colleges will support the Tech Studio and Tech Squad interns in the hopes of attracting them after completion of their internships

- **Benefit:** Businesses create awareness about themselves and donate products among interns now skilled in using these products

Businesses Need a Low-pressure Environment to Teach People

▸ **Solution:** The studio will host free demonstrations by IT businesses to teach people how to more effectively use their IT devices and software

▸ **Benefit:** These companies would also provide free advanced training to Tech Squad interns
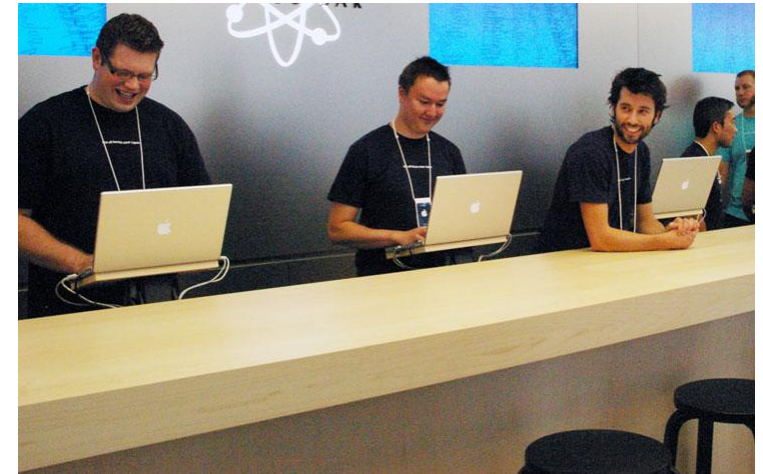
CityArts Studio Components

- Main Foyer
  - Tech Table
  - Group presentation area
- Digital recording studio
  - Professional digital recording equipment
  - Immediate audio/video upload to Internet
  - Free to interns & students
  - Available for rent to the public – interns assist
  - Also used for video teleconferencing
- Computer classroom
  - Digital art instruction
  - Photography instruction
  - Software instruction

Tech Studio Operations

- Interns supervised by Staff/Volunteers
- No hardware repairs permitted
- No commercial transactions
- Donations go to Wichita Educational Foundation 501(c) to sustain the CityArts Tech program
- Audio, video, teleconferencing studios available to public on rental basis
- Themed Events – YouTube Tuesdays, Twitter Thursdays, Facebook Fridays, LinkedIn Lunches, etc.
- Hours:
  - Mon – Fri: After School 3:30 p.m. to 8:30 p.m.
  - Sat: 10 a.m. to 5 p.m.
  - Sun: 1 p.m. to 5 p.m.

Tech Studio Equipment

- High-speed Internet connections
- PC, Mac Computers
- Digital video studio for Internet video and quality
- Video teleconferencing equipment
- Overhead projector for product and software demonstrations
- Vendor hardware/software donations

Tech Studio Start-up Requirements

Phase 1:

◦ There is currently $51,665 in a CityArts project account (435174) for a previously approved studio

◦ City funds and private funds will be used for project development and design concepts

◦ Equipment replacement account from IT/IS = TBD

◦ Sign hosting agreement with CityArts

◦ Solicit grants/donations for equipment and staff

◦ Use Art Council's 501(c3)

◦ Interview and select interns

◦ Train CityArts staff

Phase 2:

Implement Phase 1 by:

◦ Renovation and/or relocating classes in the facility

◦ Expanding hours, interns and staff
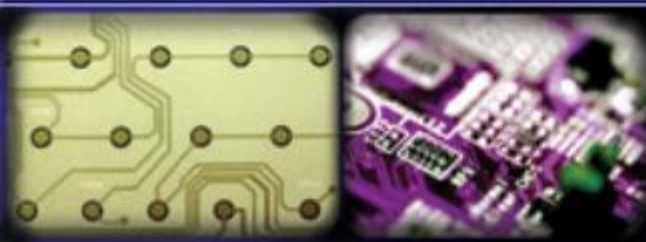
◦ Seeking more partners and sponsors

CityArts Tech Studio Partners

- City of Wichita – Division of Arts and Cultural Services
- Cyber Alliance – A Visioneering Wichita Strategic Alliance
- Kansas Technology Enterprise Corporation *$5K*
- The Software & Information Technology Association of Kansas
- Butler Community College
- Kansas Air National Guard
- WSU
- KSN
- Wichita Area Technical College

Cyber Alliance of Kansas

VISIONEERING WICHITA

SITE SPONSORED BY
Wichita Community Foundation

HOME

A CASE FOR CHANGE

THE PLAN

FUNDERS

STRATEGIC ALLIANCES ✚

BENCHMARKS

STRATEGIC ALLIANCES

CYBER

Cyber Alliance Advocates For IT In Region

A center that trouble shoots computer networks across the globe. A National Guard unit that keeps its eye on activities in a war zone from the confines of a command center half a world away. Educational programs that combine hands-on experiences with real-life applications.

It's all available in south-central Kansas.

Deeply rooted in agriculture and manufacturing, Wichita and the surrounding area might not be considered the mecca for information technology (IT) industries. In reality, it is the mega-industries like agriculture and manufacturing and health care that prove the need for a thriving IT industry on the prairie.
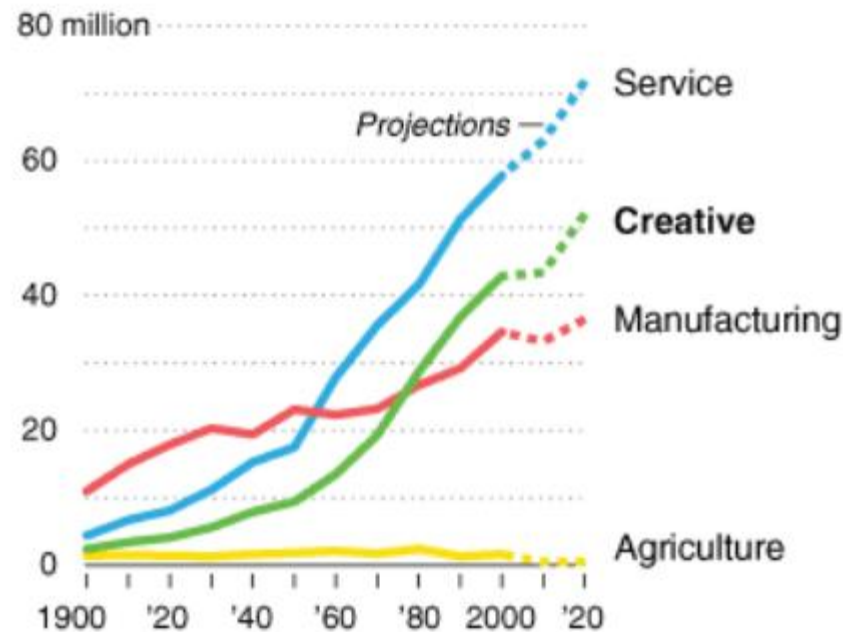
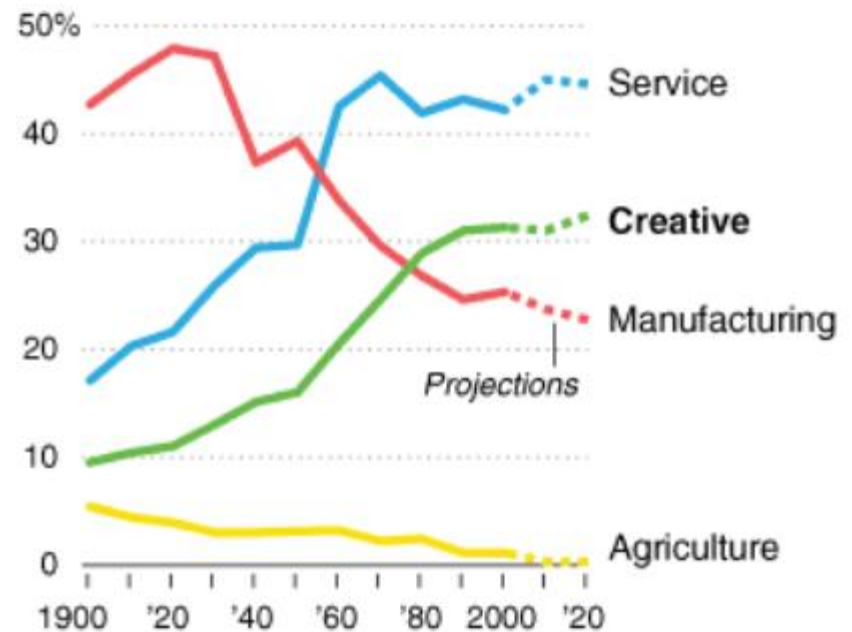## RECENT DEVELOPMENTS

▶ VIEW ARCHIVES

WHO IS INVOLVED?

Butler Community College
Center for Community Support & Research
Kansas Air National Guard
Kansas Small Business Development Center (KSBDC)
Mid America Credit Union
Raytheon Aircraft Company
Sedgwick County Sheriff's Office
Wichita Metro Chamber of Commerce
Wichita State University
Wichita Technology Corporation

Rise of the Creative Class

Number of workers, by decade

80 million
60
40
20
0

Projections

Service
Creative
Manufacturing
Agriculture

1900 '20 '40 '60 '80 2000 '20

Percentage of workforce, by decade

50%
40
30
20
10
0

Projections

Service
Creative
Manufacturing
Agriculture

1900 '20 '40 '60 '80 2000 '20

Percentage of workforce vs. percentage of wages paid in 2006

	Creative Class	Service	Manufacturing	Agriculture
Workforce	31.0%	45.7	23.1	0.3
Wages paid	49.8%	30.6	19.6	0.1

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SOURCE: KEVIN STOLARICK; GRAPHIC BY RYAN MORRIS

"Half the U.S. Workforce has no IT skills, ten years from now people without IT skills will not be able to get by in the U.S. economy"

Robert Shapiro
Former U.S. Under Secretary of Commerce
CSPAN April 2008

"We need to expand what we mean by literacy, because literacy is also designing Web sites, making videos, knowing how you can create a social networking site to bring people together, and new forms of collaboration."

Dr. Mike Wesche, Kansas State University
2008 National Professor of the Year Award Winner

"I do think we need to find another industry or two. I talked recently with someone who's in software development, and they think that we're ripe for some high-tech initiatives. So that's something I want to talk more about. Those are good jobs, and frankly, they're fleeing California." -**Wichita City Manager Bob Layton**

Both Phase I and Phase II will be submitted to members of City Council for approval prior to beginning.

Questions?

- Cyber Alliance – Visioneering Wichita
  - Randy Roebuck

- Director of Arts and Cultural Services – Wichita
  - John D'Angelo